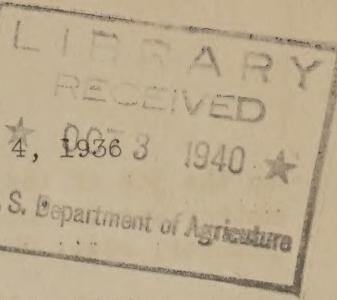


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CONFERENCE OF SUBJECT-MATTER SPECIALISTS
Edwards Hotel, Jackson, Mississippi, February 3 and 4, 1936



Opening session - 9:30 a.m.

C. L. Chambers, in charge of extension work in Southern States,
presiding.

Reports of delegations present: Virginia, North Carolina, South Carolina,
Georgia, Florida, Alabama, Mississippi,
Louisiana, Tennessee, Oklahoma, and Texas

Mr. Chambers.

Opening Remarks

The purpose of this conference is to develop a unified plan of work designed to extend the Southern Regional Program as presented to us by the AAA Production Planning Section. The main features of this program will be found on the second page of a paper by Oris V. Wells, of that section, as follows: "In the South, the chief recommendations are for a decrease in cotton acreage and production below the 1929, or normal, level, but for increases in total cropland, in pasture land, and in the production of all the Southern feed crops, except corn. These recommended changes are designed to lessen soil depletion and control soil erosion, and to furnish a more adequate feed base for livestock production in the South. As a result, considerable increases are recommended for all classes of livestock production. Those increases in livestock production, however, are chiefly designed for farm consumption. That is, it would be used to improve the standard of living of farmers and farm workers in the South rather than for the commercial market."

Each group here will be expected to develop a unified plan to extend this program and to show as far as possible how other subject-matter specialists may cooperate in solving problems revealed by outlook and other economic information as they apply to this region and areas within the region.

In the past our subject-matter specialists have not thought of the farm as a whole, but only of the enterprise with which they are concerned, such as dairying, swine, poultry, etc., whereas in developing our plans here and in the future we hope to concentrate our efforts on the farm and home as a whole, thus projecting the whole farm and home management demonstrations rather than single enterprise demonstrations, which often have tended to develop an unbalanced agriculture. Through a coordinated effort based on sound farm and home management we should procure records revealing how each enterprise has contributed toward farm income or living, and how income has been reflected in added conveniences, comforts, etc., according to farm type and tenure.

There is confusion in the minds of some as to the function of subject-matter specialists in relation to program building. Men and women supervisors usually have the responsibility of coordinating the farm and home program in cooperation with county agents and their councils, or with advisory boards in the light of outlook and other local economic data furnished by the farm- and home-management specialists. This responsibility may be thought of as analogous

to the job of the contractor who designs the whole building. The subject-matter specialists may be likened to the carpenter, the bricklayer, the plumber, etc., who actually build the structure according to specifications.

We have asked Dr. Warburton, our director, to give us his views as to what our procedure should be, or to counsel with us in any way he sees fit.

C. W. Warburton, Director of Extension Work, United States Department of Agriculture.

Mr. Chambers has spoken of the contribution of extension specialists to a well-rounded extension program in terms of the various artisans who contribute to the building of a home; the bricklayer, the carpenter, the plasterer, the plumber, and perhaps a dozen others, each having a part important to the whole, but not complete by itself. In a somewhat similar way I have sometimes compared extension work with the medical profession, the county agricultural and home demonstration agents being the general practitioners and the subject-matter specialists corresponding to the medical specialists in various types of ailments. Someone has said that the general practitioner treats what you have, and that you have what the specialist treats. I hope we do not have many of that type of specialist in the Extension Service. I like rather to think of our specialists in terms of members of a staff of a clinic who sit down with the people of a county to make a thorough examination of the whole agricultural situation, each contributing his part to the building of an agricultural program for the county or the State. Too frequently specialists are likely to think only in terms of their particular activity without considering how their program fits in with that of others or how specialists in several fields can join in the preparation of a unified program. We should all remember that the object of extension work is to improve rural conditions rather than to build up any particular activity.

Mr. Chambers.

From a study we made of specialists' plans of work we could get little information as to the specifications of this building. There were too many terms, such as stressing this, or emphasizing that, which gave little idea of the how, or how many. The reports did not always give results in terms that could be measured. We should have agricultural and home-economics goals as well as goals of methods of procedure. Before we can progress far with plans for extending a program, we should know more of this factual information, or economic background, or situation.

Dr. C. L. Holmes, in charge, Division of Farm Management and Costs, Bureau of Agricultural Economics, was a member of the Planning Division staff that met in Athens, and compiled facts on which our regional program was formulated. We are fortunate in having him present to give us the economic background on which we are to base our thinking.

C. L. Holmes, in charge, Division of Farm Management and Costs.

Subject - Farm Adjustment Education

This project was initiated at the suggestion of the AAA. The adjustment program was inaugurated in 1933 under the stress of necessity to get quickly under way a comprehensive control program. There was not time to develop an ideal basis for such a program; hence, the general plan of a universal percentage reduction with reference to each of the basic commodities was adopted. It became more and more apparent that a better and more effective criterion was needed. The proposal was to gear the adjustment program to two fundamental needs; first, the conservation of soil, primarily with reference to the acute problem of soil erosion; and second, to bring the control program more definitely into line with good farm organization and management.

To reach the objectives as indicated, the agricultural experiment stations of all the States were asked to cooperate with the Agricultural Adjustment Administration and the Bureau of Agricultural Economics in a nation-wide project called Regional Agricultural Adjustment. Committees were set up in each of the States, headed in most cases by the chief of the department of agricultural economics and including representatives from the departments of agronomy, animal husbandry, and in some cases agricultural engineering and other departments. There was made available the time of some 20 Department of Agriculture workers to serve as coordinators and assistants to these State committees. Several series of regional conferences were held for the planning and coordination of the work.

By way of procedure the farming of each State was divided up into type-of-farming areas on the basis of uniform conditions with reference to soil, surface, and types of farming. For each of these areas all the available data for the characterization of the farming were assembled, including the acreage and production of crops, the number of and production from the various classes of livestock, the number of farms by types and sizes, and the specific systems of farming characterizing each area. In addition, the best available information on soil classification, on the extent of soil erosion, and on other physical factors, was assembled and mapped.

Following this fact-gathering and analysis process, recommendations were formulated for the revision of the use of the land, involving in general a reduction in the acreage and production of intensive, erosive crops, and an increase in the soil-conserving, extensive crops, together with revisions in livestock numbers and production made necessary by the modified programs of land utilization. Estimates were made as to the effect of these recommendations upon the farm income, by areas. In working out these recommendations for the readjustment of farming the two criteria of soil conservation and good farm management were kept constantly in mind. It was agreed that external economic factors such as prospective price relationships should be kept out of the program as far as possible.

Since it was necessary to start with a base as little as possible affected by unusual developments, such as the AAA program itself and the

great drought of 1934, it was agreed to take as a basis the conditions as of 1929 and 1930. This made possible the use of the 1930 Census reports, and the figures of the Crop and Livestock Estimates Division were used for the purpose of depicting the basic condition from which adjustments were to be made. The adjustments recommended covered both the short-time and the long-time phase. The difference between these two phases is primarily in terms of the changing yields of crops which might be expected as a result of the revised cropping systems; that is, the acreage recommendations were identical for the short-time and the long-time phases, but the volume of production was in most cases assumed to be larger in the long-time phase because of the expected improvement in soil productivity as a result of the revised cropping systems.

The specific changes recommended are presented by States and for the South as a whole in the mimeographed statement distributed. The outstanding changes recommended follow: Total cropland harvested would be 4,048,000 acres, or 3 percent below that reported by the 1929 Census; feed grains harvested would be increased by 3,654,000 acres, or 10 percent; wheat acreage would be increased by 427,000 acres, or 5 percent; corn for grain would be decreased by 1,467,000 acres, or 5 percent; cotton would be decreased by 4,441,000 acres, or 11 percent from the 1929 acreage; tobacco would be reduced by 32,000 acres, or 2 percent; hay would be increased by 6,528,000 acres, or 84 percent; cattle would be increased by 1,702,000 head, or 10 percent; cows milked would be increased by 759,000, or 14 percent; beef produced would be increased by 1,930,000 hundredweight, or 7 percent; mutton produced would be increased by 108,000 hundredweight, or 4 percent; pork produced would be increased by 3,742,000 hundredweight, or 18 percent; chickens raised would be increased by 42,621,000, or 25 percent; eggs produced would be increased by 111,626 thousand dozen, or 18 percent.

It is interesting to note the direction of change by type-of-farming areas for the various crops. Of the 171 areas having cotton, the recommendations are for decreases in 97, no change in 59, and upward change in 15 areas. In the same number of areas the recommended changes in intertilled crops other than cotton were downward in 79 areas, no change in 32 areas, and upward change in 60 areas. In corn, the changes recommended were downward in 4 areas, no change in 69 areas, and an increase in 98 areas. In small grain, the recommendations were for a decrease in 7 areas, no change in 71, and an increase in 93. Recommendations for hay were a decrease in 2 areas, no change in 49 areas, and an increase in 120 areas. These changes by areas reflect the general tendency in the direction of recommending substantial decreases in intensive, erosion-promoting crops and increases in less intensive, non-erosion-promoting crops.

The trend of the recommendations in livestock production are, in the great majority of cases, toward expansion. For example, increases in grain-consuming animal units per thousand acres of harvested crops, as shown by the 1929 census, were upward in 125 areas, no change in 12 areas, and downward in 34 areas. Similar recommendations for hay-consuming animal units per thousand acres of the total land areas are upward for 80 areas, no change

for 91 areas, with no area showing a recommendation downward. These recommendations in general imply some change in the rationing of livestock. In terms of pounds of grain produced per grain-consuming animal unit the recommendation is downward in 94 areas, no change in 3 areas, and upward in 74. This reflects slightly less intensive feeding in terms of grain. On the other hand, the recommendations imply an increase in the pounds of hay produced per hay-consuming animal unit. These recommendations were downward in 38 areas, no change in 3 areas, and upward in 130 areas.

The results of this readjustment project as reflected in the recommendations just summarized should be of particular interest to extension workers. To the extent that the recommendations are sound and practicable it would seem that they furnish to extension workers a definite point of departure in developing educational programs. They should aid the extension worker in orienting his teaching to the specific needs of a locality and of the farmers. They should help him to get away from general and more or less categorical recommendations to more specific recommendations adapted to the specific conditions and needs of the various groups of farmers reached. There is, of course, considerable question as to whether the recommendations themselves are sound in all particulars. In the long run their soundness must be determined by the farmers' reaction to them. In many cases the shift in cropping will mean initially a reduction in income. Public aid will be undoubtedly necessary to meet the farmers' difficulty in this respect. Many farmers have been conscious of the fact that they are exploiting their long-time resources and ruining the basis for future income because of the imperative need of income in the present and immediate future. It is hoped that these recommendations, or such modification of them as may prove desirable from further testing, may be actuated through a combination of the intelligent cooperation of farmers and the helpful assistance of public agencies by education and such other means as may prove necessary.

Mr. Chambers.

While Dr. Holmes talked of adjustments and organized planning, I could not help reflecting on how long it had been since we started using farm leadership in helping to decide on farm and home programs. I believe it was in 1921 when Virginia organized the first advisory board. I believe it was in 1924 that Mrs. Malcolm and I worked with the State supervisors in Virginia, in cooperation with the advisory board, using State and local facts as a basis for planning. In one county in Virginia we found that enough milk was being produced to more than supply twice the amount of milk needed by farm homes, and yet more than half of the farm homes had no milk cow. In a South Carolina county we found a shortage of several million gallons of milk to meet home needs according to specifications of the nutrition specialist. The home demonstration agent remarked; "We have been working for years on a nutrition program and we have nothing to nutrate on." Similar work was done in every Southern State. We made the mistake, however, of not perfecting a definite planned follow-up by subject-matter specialists.

One of our major problems in meeting the objectives of the planning division is to provide milk for home consumption. According to Dr. Holmes, more than one-half million milk cows should be placed on farms to supply home needs. Since 90 percent of the dairy herds of the South consist of from one to five cows, and since many homes have no cows, our first consideration is milk for the home, and not dairying as such. The first duty, therefore, of the dairy specialist and nutrition specialist probably should be to decide on what farms, according to tenure, we can reasonably expect to place a dairy cow, and how many can be placed and fed properly. There are many areas where croppers and tenants make up a large part of the population, and we know each cropper cannot own a cow. What can be done about it?

Perhaps the next step is to decide how we can best proceed to get cows placed through club work and adults and properly feed them. The agronomist will help to formulate a feed program without which the project would be likely to fail if the housewife is forced to purchase feed at a cost beyond that of purchased milk. It is evident that we need to perfect a co-ordinated plan of action involving both agents.

I believe it was in 1929 or 1930 when we came to the conclusion that we needed to project a farm- and home-management program based on budgeting farm and home needs. Though we sent suggestions to all the States, I believe we actually tried it out first in conference with farm leaders in a community near Greenwood, S. C., in cooperation with Dr. D. W. Watkins, at that time assistant director, Mr. Clark, then extension economist, and the local county agent. Each farmer was assisted in working out his own feed and food budget on sheets provided. Several came to the conclusion that if they put into cultivation the food and feed crops needed they would have none left for cotton or other money crops. This led to a discussion of soil conservation. Most of our Southern States have developed a cropping plan on a budgeting basis. Mr. Sheffield has developed a system incorporating the best ideas, which he will present to you at this time.

Charles A. Sheffield, senior agriculturist, Extension Service, United States Department of Agriculture.

Subject - New Trends in Extension Work

It is difficult at this time to discuss extension planning, as a new program is in the making in Washington. However, it may be some 2 years before a long-time program for agriculture is formulated. Extension agencies cannot wait until that time to coordinate their plans with the program that may develop; we must do something this year.

As I travel through the several Southern States I find that extension workers, without exception, refer to the AAA program and then to the "old extension program." Many expressed the feeling that the work of the AAA required too much of the county agents' time. One extension director in the South reported recently that in his State the county agents devoted 46 per-

cent of their time in 1934 to the AAA and that was too much. Later on, however, this director complimented the agents for organizing their work so that they had to spend only 29 percent of their entire time on AAA activities in 1935.

The new program for agriculture now up for consideration in the Seventy Fourth Congress, will be more of an extension program than was the AAA. To administer the new program will involve almost wholly extension principles.

In the past, extension work has been conducted on a single enterprise demonstration basis, without any thought of, or regard for the other enterprises on the farm. We have reason to believe that any long-time agricultural program which is enacted will center around the farm and farm home as a unit. In such a set-up extension specialists will be greatly needed, but the challenge now before you is to be in a position to change your methods of approach so as to meet the new demands which are certain to come. The objectives laid down years ago for extension work by the late Seaman A. Knapp, are just as applicable today, but as we go along we must develop new methods.

As extension subject-matter specialists, your problem is to work out methods to reach the individual farm and farm home through the county and home demonstration agents. You must be able to draw concrete and positive plans and to write the specifications for the proper execution of such plans.

At this point I wish to present two charts outlining a METHOD which could easily be modified to fit the needs in all Southern States and used for making a positive farm and home plan for each individual farm in any county or community.

In the making of a farm plan three objectives should be kept in mind:

1. Consider home-grown food needs and plan to supply same.
2. Consider feed needed for livestock and supply a sufficient acreage for same.
3. Consider cash needed for living and operating expenses and debt payments.

Estimated Cash Family Living Expenses

Savings (insurance).....	\$	_____
Food (purchased).....	_____	_____
Clothing.....	_____	_____
Fuel, light, and power.....	_____	_____
Household supplies.....	_____	_____
Furnishings and equipment....	_____	_____
Housing.....	_____	_____
Personal care.....	_____	_____
Automobile and other transportation.....	_____	_____
Medical care.....	_____	_____
Education.....	_____	_____
Recreation.....	_____	_____
Community welfare.....	_____	_____
Total.....	\$	_____

Estimated Cash Farm Expenses

Seed and plants.....	\$	_____
Fertilizer.....	_____	_____
Corn for feed.....	_____	_____
Hay to be bought.....	_____	_____
Shop work.....	_____	_____
Machinery, implements, hardware.....	_____	_____
Taxes.....	_____	_____
Cash rent.....	_____	_____
Interest and debt payment..	_____	_____
Insurance (buildings).....	_____	_____
Purchased livestock.....	_____	_____
Other expenses.....	_____	_____
Total.....	\$	_____

The above suggested form is to be used in connection with the attached form, A Planned Farm Program for 1936.

The items now appearing under: (a) Estimated expenses, namely, (a) Grocery bill for family; clothing bill for family; insurance (personal and family), and other expenses, are to be estimated under the proper heading in the above form.

The parallel columns (as illustrated above), one headed, Estimated Cash Family Living Expenses, and the other, Estimated Cash Farm Expenses, will give the farm family using the form the Total of Estimated Cash Expenses which could then be contrasted with Estimated Income. The form for Estimated Income could appear either above or below the above forms.

The items listed in the above Estimated Cash Family Living Expenses correspond to those found in the Farm Home Account Book which is being used in a number of the Southern States.

A PLANNED FARM PROGRAM FOR 1936

Feed, Seed and Livestock on Hand at the Beginning of the Year

<u>FEED</u>	<u>SEED</u>	<u>LIVESTOCK</u>
150 bu. corn	5 bu. seed peas	2 miles
40 bu. wheat	10 bu. soy beans	0 mares
75 bu. oats	30 bu. cotton seed	0 horses
3 tons hay	(planting)	0 colts
0 tons cotton seed	5 bu. seed corn	0 sheep
0 tons silage	20 bu. lespedeza seed	100 chickens
.....
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CASH EXPENSES AND HOW TO MEET THEM

(On the column headed "Estimated Expenses" the estimated cash required for the various items should be listed and the total cash requirement determined. Under the heading "Estimated Cash Income" the acreage and amounts of crops, numbers of livestock, and amounts of livestock, products that the farmer plans to produce for sale and the probable income that he will derive from such sales should be listed and totaled.)

<u>ESTIMATED EXPENSES</u>	<u>ESTIMATED INCOME</u>
Grocery bill for family \$ 100.00	Adjustment Payments \$ 120.00
Clothing bill for family \$ 300.00	15 ▲ Cotton 7 Bales \$ 420.00
Seed and plants \$ 10.00	3-1/4 T Cotton seed \$ 130.00
Fertilizer \$ 200.00	8 ▲ Tobacco ____ Lbs. \$ 1 008.00
Corn for feed \$	9/10 ▲ I. Potatoes 90 Bu. \$ 70.00
Hay to be bought \$ 0	8/10 ▲ S. Potatoes 80 Bu. \$ 40.00
Shopwork \$ 10.00	4 ▲ Wheat 50 Bu. \$ 50.00
Machinery, implements, hardware \$ 100.00	2 ▲ Corn 40 Bu. \$ 30.00
Taxes \$ 95.00	▲ Farm Seed _____ \$
Cash rent \$	500 Gals. Milk, Cream and Butter \$ 75.00
Interest and debt pay. \$ 175.00	Cattle, Calves, etc. \$
Insurance (buildings) \$ 15.00	1500 Hogs, meat, etc. \$ 225.00
Insurance (personal and family) \$ 75.00	200 Fowls (Chickens and doz. eggs) \$ 185.00
Purchased livestock \$	600 wool \$
Other expenses \$ 500.00	lambs and sheep \$
 \$
Total Estimated Exp. \$1 880.00	Total Estimated Income \$ 2 353.00

FOOD AND FEED CROP PRODUCTION BUDGET KEY - 1936

<u>FOOD AND FEED CROPS</u>	<u>Food Requirement for one Person</u>	<u>100 Laying Hens</u>	<u>One Dairy Cow</u>	<u>One Beef Animal</u>	<u>To Produce 200 lb Hog from 30 Pound Pig</u>	<u>One Sheep</u>	<u>One Horse or Mule</u>
Wheat (bushels)	2	70					
Corn (bushels)	1½	88	15	12	11	1/2	50
Oats (bushels)		46	12				20
Cottonseed Meal (pounds)							
Wheat Shorts (pounds)		500	100				5
Wheat Bran (pounds)			200				50
Fish Meal or Meat Meal (Lbs)	1140						50
Steamed Bone Meal (pounds)	232						
Hay (tons)			2½	1½		1/5	2
Pasture (acres)			2	2		2/5	
Irish Potatoes (bushels)	1.8						
Sweet Potatoes (bushels)	2						
Pork and Lard (pounds)	80						
Beef and Veal	50						
Fish (pounds)	15						
Fowls (pounds)	31						
Eggs (dozen)	31						
Milk (gallons)	73						
Butter (pounds)	21						
Cheese (pounds)	10						
Grits (pounds)	40						
Rice (pounds)	10						
Oatmeal & Whole Cereal (Lbs)	10						
Dried Beans & Peas (Lbs)	22						
Canned Vegetables (quarts)	23						
Canned Fruits (quarts)	22						
Sorghum (gallons)	4						
Jellies, preserves or Honey (Lbs)	5						
Sugar (pounds)	25						
Garden (Tenths of acre)							

NUMBER	ITEM	DESCRIPTION	UNIT
1	coffee	coffee beans	lb
2	butter	butter	lb
3	bacon	bacon	lb
4	lard	lard	lb
5	peas	peas	lb
6	macaroni	macaroni	lb

MENT TERM OF WOK GWA SAWMIL KRAO

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EXEMPTED INCOME

ITEM	AMOUNT
1 A Coffe	1
1 B T coffee beans	1
1 C Eggs	1
1 D Butter	1
1 E Peas	1
1 F Macaroni	1
1 G Lard	1
1 H Butter	1
1 I Peas	1
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A PLANNED FARM PROGRAM FOR 1936

NAME JOHN DOE

ADDRESS

NUMBER PERSONS ON FARM: 6

TOTAL ACREAGE IN FARM 150 TOTAL ACREAGE CULTIVATED LAND 90

ACREAGE IN OPEN PASTURE 10 WOODS PASTURE 0

FOOD AND FEED PRODUCTS	Quantity Needed For Food	Value of Products Produced	Value of Products Purchased	Number of Laying Hens	Number of Dairy Cows	Number of Other Cattle	Number of Brood Sheep	Number of Horses and Mules	Total Feed Requirements	Average Yield per Acre	Acreage Grown	Acreage Needed To be Used	Amount Fertilizer Suggested	Acreage for Crop	Cash Crop	Total Acres	Acreage Adjustments to be Made to Balance Farming Operations for 1936
									1936	1935	1936	1936	1936				
Wheat bushels	12				70				82	15	10	6	6	4	10		
Corn bushels	9				88	30		150	100	377	20	15	18	20	20		
Oats bushels					46	24			40	170	35	2	3	5	5		
Cottonseed Meal pounds						1000				1000							
Wheat Shorts pounds							500			500							
Wheat Bran pounds							400			400							
Fish Meal or Meat Meal lbs								1140	500	1640							
Steamed Bone Meal pounds									232	232							
Hay tons									5	4	1	6	9	4	10	4	10
Pasture acres										4		5	4	4			
Irish Potatoes bushels				11						11	100	.5	.1	1	1	1	1
Sweet Potatoes bushels				12						12	150	.5	.1	1	1	1	1
Pork and Lard pounds				480						480	2000						
Beef and Veal pounds				300						300	150			1500			
Fish pounds				90						90							
Fowl pounds				186						186	400			200			
Eggs dozen				186						186	800			600			
Milk gallons				438						438	1000			500			
Butter pounds				121						121	160						
Cheese pounds				60						60							
Rice pounds				60						60							
Oats pounds				240						240							
Oatmeal & Whole Cereals lbs				60						60							
Dried Beans & Peas pounds				132						132	500	.2	1	1			
Canned Vegetables quarts				138						138	100						
Canned Fruits quarts				132						132	40						
Sorghum gallons				24						24							
Jellies, preserves, or Honey lbs				30						30							
Sugar pounds				150						150	30	.6	.6	.6			
Garden Tents of acre				.6						.6							
Cotton acres											15			15			
Tobacco acres											8			8			
Legumes acres																	

(HILL CROP LAND 50
(SECOND BOTTOM 25
(BOTTOM 15
ACREAGE IN OPEN PASTURE 10
WOODS PASTURE 0

Following the completion of program planning of a community or county, farm- and home-management demonstration farms should be selected (20 to 50) per county. Some of these would have the major cash income derived from cotton, tobacco, dairying, poultry, or livestock. All demonstration farms selected should provide sufficient income to justify the conducting of home-management, nutrition, and home-improvement work, thus demonstrating all phases of farm and home improved practices.

When demonstration farms are selected, the agronomist, farm economist, and home-management specialist would map the farm in a simple manner and work out a farm rotation featuring erosion control, soil-fertility practices, and home-management plans. During the year subject-matter specialists would focus attention on economic practices of enterprise demonstrations which make up the whole farm- and home-management demonstration. At intervals during the year, all-day field and home meetings would be held at the demonstration farms, at which time farm families of the community would be invited to observe the improved practices advocated and see how they have resulted in increased income or improved living. Men and women specialists would be present and participate. The proper methods of conducting 4-H club work and other activities could be arranged at such meetings.

In conclusion let me emphasize again that the objectives for extension work, as laid down in the past, have not changed. However, methods used from year to year do change; the challenge that is before you is to be able to work out practical methods of approach to farm and home problems in line with the economic changes which occur in our agricultural development.

Mr. Chambers.

Mr. Sheffield has presented information which I am sure each subject-matter group will wish to use as a basis for planning.

Announcement of meeting places for each subject-matter group:

Animal husbandry.....Planning group to be led by C. D. Lowe,
United States Department of Agriculture.

Agronomy.....Planning group to be led by O. S. Fisher,
United States Department of Agriculture.

Dairying.....Planning group to be led by W. E. Wintermeyer,
United States Department of Agriculture.

Nutrition.....Planning group to be led by Miriam Birdseye,
United States Department of Agriculture.

Poultry.....Planning group to be led by H. L. Shrader,
United States Department of Agriculture.

Home management.....Planning group to be led by Mary Rokahr,
United States Department of Agriculture.

The following will assist these groups in compiling economic information, and in otherwise perfecting plans:

C. L. Holmes, Bureau of Agricultural Economics, United States Department of Agriculture, with animal husbandry group.

C. A. Sheffield, with agronomy group.

W. J. Roth, Bureau of Agricultural Economics, United States Department of Agriculture, with dairy group.

Ola Powell Malcolm, United States Department of Agriculture, with nutrition group.

J. A. Dickey, United States Department of Agriculture, with poultry group.

Ola Powell Malcolm, United States Department of Agriculture, with home-management group.

Extension Conference Group Reports

Animal Husbandry Specialists

A coordinated, regional program conforming to sound land use formed the basis for the conference of animal-husbandry extension specialists from seven Southern States. Specific activities were recommended and goals set for both 1- and 5-year periods.

Home-produced food for the family and feed for livestock are the first essentials in developing a sound, diversified farming system. Complete farm-management programs should be planned, acreage allotted, and methods adapted to this end. The cooperation of other subject-matter specialists is needed to effect this purpose. The livestock group stands ready to participate in this respect.

Particular attention is directed not only to the necessity for the production of an adequate meat supply on the farm, but also to the fact that the cold-storage and freezer facilities needed to handle meat can be used advantageously for the preservation of all other farm-raised perishable foods. Community organization is a practical part of this type of work.

4-H club work, including the development of activities for the older members, is basic. Local or community demonstrations and the employment of club members in such things as the control of pests, calculation of rations, breaking work stock, and dressing and preparing meat, are recommended.

Demonstrations, properly conducted, are the basis for the efficient extension teaching of animal husbandry in most sections of the Cotton Belt. Success has been more pronounced when the demonstration has been simplified in the extreme, established with a farmer in position to adapt and use that practice permanently, and in a community where several local commercial agencies, such as equipment and seed houses, can be interested in the demonstration by the county agent.

One of the biggest assets to the development of a sound, long-time farming program in a county is the attitude and training of the local leaders, including the county agent. Training schools for these leaders in the practical handling of livestock are proving most helpful. Increased support of the college animal-husbandry resident-teaching unit is needed to provide, through the graduating students, an increasing number of farmers and extension workers qualified to lead in the development of livestock in the South.

The sound development of grazing enterprises with beef cattle and sheep is proposed in view of the anticipated increase in pasture and hay land.

Since the present average age of work animals is high in all parts of this region, and since purebred replacements create a heavy drain on a farmer's supply of cash, the increased home production of work stock is needed.

Improved sires and the development of still better breeding stock is needed to increase the efficiency of all classes of farm animals.

Further research is needed to provide answers to many fundamental problems. Information is needed especially on the production, feed value, and utilization of southern grasses and forage crops.

The interchange of ideas by subject-matter specialists regarding the methods used in their respective States has been proved of great value by this conference. The livestock group also desires further opportunity to integrate its purposes and procedures with those of the entire extension program.

Summary

Grass and home-produced food and feed are the basis for a diversified and soil-improving program.

Hogs and cattle are to receive the major attention, except that Virginia will put the most effort on lambs.

Work stock, including mules, is to be given less time than that phase admittedly deserves.

Goals

Purebred sires. - Cattle and hog work a major activity in all States. Sheep work major in Virginia only. Horse and mule work minor in all States.

Purebred herds. - Two to ten herds in all States, though Georgia, Louisiana, and Virginia aim as high as 75 to 150, two-sow purebred herds in 5 years.

Sire testing or grading-up demonstrations. - Two to fifty, depending on development of local situations, especially in regard to feed supply.

Feeding, management, and equipment demonstrations. - From a few miscellaneous demonstrations to a 5-year goal of 1,000 on shelter in both Georgia and Mississippi to 5,000 on management of lambs in Virginia.

Diseases and parasites. - All States planning 100 to 300 demonstrations per year (Alabama, 35).

Meats. - Mostly with pork and beef, and featuring the organization and support of facilities for preserving meats and other farm-grown perishable foods.

Marketing. - All States, especially Mississippi, North Carolina, and Virginia.

Club work. - From 300 to 1,200 animal-husbandry club members annually in each State.

Committee:

C. J. Goodell, Mississippi.

W. T. Cobb, Louisiana .

L. I. Chase, North Carolina.

Extension Agronomists Ten Southern States

The Extension Agronomy specialists of the Southern States, for the purpose of meeting food and feed needs, for soil improvement, and for erosion control make the following recommendations:

1. Corn. - A corn shortage exists in the Southern States, except in North Carolina, Virginia, and Tennessee. The problem in corn production in the Southern States is largely one of increasing acre yields rather than of increasing the corn acreage.

The increase in corn production in the Southern States is needed for proper feeding of grain-consuming livestock on the farms, rather than for commercial purposes.

Any contemplated increase in numbers of grain-consuming livestock will necessitate a further increase in corn production.

2. Small grains. - From the standpoint of feed production and prevention of soil erosion, a more general planting of small grains should be encouraged. A shortage of small grains for feed purposes exists in all the Southern States.

Increased production of small grains depends upon introduction of better varieties, disease control, and more general use of proper machinery for sowing and harvesting. A larger use of small grains for feed will help to meet the need for more corn.

3. Hay. - A shortage of hay and roughage exists in all the Southern States. To meet this shortage an increase is needed in both total acreage devoted to hay and forage crops and an increase in the acre yield. It is recommended: (a) That an increase be made in the total acreage and acre yields of perennial hay crops, especially legumes in areas where they can be produced without excessive costs. (b) That a more general use be made of annual hay crops such as grain hay, annual legumes, Sudan grass, and similar crops. (c) That a more general use be made of silos, particularly the trench silo, as a means of preserving roughage on the farm and of supplementing hay crops. (d) The Southern States need a better quality of hay to meet the feed needs of livestock. Weather conditions make quality hay production difficult. Considerable educational work is needed to develop methods of handling forage crops to develop better quality feed.

4. Pastures. - It is recognized that good permanent pastures furnish the cheapest feed for livestock. It is recommended, therefore, that the acreage of improved permanent pastures be increased. It is also recommended that continued use be made of temporary pastures to supplement permanent pastures through summer and fall and to furnish grazing through winter months in sections where they are needed. Good pasture management requires proper fertilization, liming, and careful grazing to insure maximum production and maintenance in many areas of the Southern States.

5. Cover crops. - The Southern States recognize that adapted cover crops are the cheapest means of increasing fertility for production of staple crops and as a means of controlling soil erosion and leaching. There is a tremendous need for increasing the acreage of cover crops in the Southern States.

Cover crops grown primarily for controlling erosion and leaching may be grazed lightly or cut for hay, but if grown primarily for soil improvement we recommend that they be neither grazed nor cut for hay. Some of the problems in connection with increasing the use of cover crops in the South are: (a) Seed supply. We recommend the use, insofar as possible, of adapted cover crops, the seed of which can be economically produced locally. We recommend that there be an interchange of information between consuming States about the first of October of each year as to the probable carry-over of winter legume seed, in order that seed may be properly distributed. (b) Diseases. We recommend a more vigorous research program on disease control of cover crops such as Austrian winter peas.

Conclusion

This group fully recognizes that to accomplish the above purposes in the Southern States to serve agriculture most effectively, there must be close cooperation of all extension specialists in the development of programs in the various States.

Dairy Extension Specialists

The southern regional objectives for improving southern agriculture, as described by the Program Planning Division, were used as a basis for planning.

Monday afternoon and Tuesday were devoted to discussing the situation, in the light of the livestock program, in terms of the economic and dietary needs of the entire region, together with the program of soil conservation, and the planning of a broad program for dairy extension work that will help to bring about the desired objectives. To bring about a more unified utilization of farm resources, the extension specialists suggested a closer co-operation with such other subject-matter specialists as those in nutrition, home management, agronomy, and animal husbandry.

In line with the above, the dairy specialists submitted the following list of projects as their contribution in the development of this unified plan:

1. Feed production.
2. Home-dairy project.
3. 4-H dairy clubs.
4. Dairy-cattle breeding.
5. Dairy-herd records.
6. Dairy marketing.
7. Disease control.
8. Quality improvement.

1. The approach to the feed program involves cooperation with the agronomists in the development of improved pastures, production of legume hays, and concentrates suited to the respective areas. With basis for demonstration as follows:

- (a) Two acres of improved pasture and one-half acre supplementary pasture; 2 tons of legume hay or its equivalent in pasture or silage (3 tons of silage equaling 1 ton of hay); or other stored roughage per cow unit, and for concentrates, 15 bushels of corn and 400 pounds of cottonseed meal or their equivalents per cow unit.

2. The approach to the home-dairy project involves cooperation with nutrition specialists and home-management specialists, as a means of obtaining adequate milk supplies and other dairy products for rural homes. The methods of attack include the following:

- (a) The family cow and its efficient feed and care.
- (b) Care and use of milk in the home.
- (c) Home butter making.
- (d) Home cheese making.

3. The approach to the 4-H dairy-club project involves cooperation with State club leaders in developing in rural youth an appreciation of better methods of dairying, and through this agency provides a better and more adequate supply of home-dairy products.

4. The approach to the dairy-cattle breeding project involves co-operation with national breeding associations, businessmen's organizations, etc. With the objective in view of increasing the inherent economical production of dairy cows, the following methods of approach were decided upon:

- (a) Placing individual bulls.
- (b) Bull exchanges.
- (c) Bull associations.
- (d) Breeding schools.
- (e) Proving sires.
- (f) Locating and preserving superior female lines for breeding.

5. The approach to the dairy-herd record project includes records of production, feed consumption, and cost; breeding and calving; animal identification, proving sires, and the establishing of superior breeding herds. The methods to be employed are the various plans for production testing and record keeping, culling of inferior and uneconomical cows, and feeding according to individual production. Dairy herd-improvement associations will be established to develop an organized effort in cooperation with the Bureau of Dairy Industry of the United States Department of Agriculture.

6. The approach to the quality-improvement project involves the co-operation of home demonstration agents, nutrition specialists, State and national regulatory agencies, creameries and other dairy organizations. The objectives to be reached are a more adequate and more wholesome supply of milk and milk products for human consumption. The methods to be employed are: (a) Demonstrations and meetings with home demonstration clubs and 4-H dairy clubs; (b) cooperation with other interested groups such as producers and manufacturers.

7. The approach to the disease-control project involves cooperation with veterinarians, the State division of livestock sanitation, breed associations, and State dairy organizations. The methods to be employed are: Circulars, tours, and meetings. The objective is the teaching of disease prevention and control.

8. The approach to the marketing project involves cooperation with the State division of markets, cooperative marketing associations, specialists in farm management and economics, and marketing, State boards of health, and other regulatory agencies. The objectives are marketing stabilization and increased consumption of quality dairy products. The methods to be employed are: (a) Cooperative marketing; (b) curb markets; (c) publicity; (d) demonstrations of marketing methods with interested organizations.

Food and Nutrition Specialists

Specialists from 10 Southern States in conference with State home demonstration agents and with representatives from the United States Department of Agriculture, after discussing at length the food needs and the food supply of the farm family in the South, make the following report:

1. We recognize the value of using the type of farming area as a basis for planning extension programs, because the same conditions that determine types of farming influence farm tenure, income, food supply, food habits and customs, standards of living, and ways of thinking.
2. We believe that each of these factors should be taken into account in planning agricultural adjustments, since they influence not only goals, but methods of approach. For this reason we believe that a consideration of family-living problems by home-economics specialists is fundamental to, and should be included in, area and county planning for agricultural adjustment.
3. Our consideration of type-of-farming areas during this conference shows that in most of them it is possible for the majority of farm families to approach a food supply which will promote better than average nutrition, approximating, or excelling the yearly food supply designated as the "adequate diet at moderate cost" in United States Department of Agriculture Circular 296, "Diets at Four Levels of Nutrition Content and Cost." Such a standard has been used in most States. We believe that for certain areas, notably those where a large percentage of the farm families are sharecroppers, or where the soil is sandy or definitely submarginal, it is practical to set as a preliminary goal a somewhat less generous standard, approximating the "adequate diet at minimum cost" of circular 296, or the modified diets outlined as "Food plan A" and "Food plan B" in Bureau of Home Economics stencil 629 (Sept. 2, 1935), entitled, Planning Farm Family Living.
4. When suitable food plans, based on nutritional standards, have been adopted, they should be used by all specialists as a basis for area and county planning and for extension teaching. The States represented have progressed in this direction in proportion as they have focused the thinking of nutrition, conservation, production and farm and home management specialists on the farm food supply. Area and county planning offers opportunity for further extending this cooperation to a study of goals, educational approach, methods, and records.

As examples of methods adapted to fit conditions in specific areas, we believe that the farm-food production program might be approached in area 4, a general farming region with a high proportion of home owners and renters, by working with special food demonstrators and cooperating club members; in area 3, where owners live on the farm and supervise the croppers, by food and feed production demonstrations carried under the direction of the land-owner and his wife; in area 1A, the intensive cotton-farming delta, by plantation demonstrations in collective gardens or mass food production.

5. Most areas in the South, especially those carrying on general farming, can produce the foods needed for a balanced and generous food supply. Our group has appraised with some care areas 1A, 4, 5, 7, and 8 (regional type-of-farming map) as to the factors discussed above. We conclude that in most of them there is farm per capita underconsumption of milk and milk products, lean meat, poultry and eggs, whole-grain products, vegetables, and particularly fruits.

6. Progress has been made by the more progressive farm people in all areas, but varying proportions of the population in each, are still held back by traditional food habits and prejudices, by ignorance of the meaning of sanitation and of positive health, by indifference and inertia arising from lowered physical stamina. This last is due, at least in part, to deficient diets continued over the year, in many places accentuated by iron depletion caused by hookworm, malarial infestation, or actual soil deficiency.

The net result is low per-capita intake of animal protein, calcium, and iron, and often of vitamins B, C, and G. Studies in the South have shown many instances where diets deficient in some or all of these factors were correlated with high incidence of dental caries, general under-nutrition, anemia, and frequently with pellagra.

The above situation is especially true of sharecroppers as a class. Frequent moving and dependence upon the landowner's policy accentuate the handicaps of inadequate lack of storage space and long hours of field work for the homemaker.

7. Under the conditions outlined above the foods and nutrition program for the Southern States should continue to emphasize:

- (a) The necessity of a balanced diet for health.
- (b) The family food supply plan.
- (c) The production and conservation for home use and for sale, of quality dairy and poultry products, vegetables, fruits, and meats.
- (d) Food storage under the characteristic temperature and humidity conditions of the region.
- (e) The principles of food preparation, with special training in standards.
- (f) Meal planning, including the special needs of mothers and children.
- (g) Intelligent buying of foods that cannot be produced.

8. The home demonstration organization through its work with women and with the 4-H club provides an ideal approach for production and management specialists who wish to increase the number of animal or plant units for farm consumption, to improve the quality of food products used at home or offered for sale, and to improve farm and home planning.

9. From these specialists, home demonstration workers need help in working out plans and methods, supervising demonstrations, and presenting the health and security values of the food supply to farm men and boys.

Coordinating committee:

Mary E. Thomas, North Carolina, Chairman.

Nell Pickens, Alabama.

Lola C. Blair, Texas.

Miriam Birdseye, U. S. Department of Agriculture.

Home-Management Specialists

During their conference this committee found available for study the following home-management economic information relative to farm homes:

1.	From Census	High	Low
		Dollars	Dollars
Farmhouse value.....	Virginia,..	1,226.....	Mississippi,..... 391
		Percent	Percent
Radios.....	Oklahoma,	10.....	Virginia, 7
Motor vehicles.....	Oklahoma,	11.....	Mississippi, 1
Water systems.....	Texas,	13.....	Mississippi, 1.8
Telephones.....	Texas,	19.....	Louisiana, 3.8
Bathrooms.....	Florida,	10.....	Arkansas, 1
Electricity.....	Florida,..	11.....	Mississippi,.. 1.5
Net income of home owners	South Atlantic States....	\$ 554	
	South Central States....		539

2. From the CWA rural housing survey details may be obtained regarding the present condition of houses and the need for remodeling and repair. Information from typical counties in all areas is available, and the State committees can correlate the housing situation with area planning.

The home-management committee feels the need of studies to make available statistical information along the following lines:

1. Composition of families and analysis of family situations in various areas.
2. Incomes for families according to type of farming, and by owner-operator, tenant, and sharecropper status.
3. Value of home-produced fuel and food.
4. Percentage distribution of items purchased for family living.
5. Supplemental income resources.
6. Value of time and labor of the family to determine when it is economical to purchase and when to produce articles in the family living.

The home-management group wishes to make these recommendations:

1. That the excellent presentation of changes in agriculture as a result of regional adjustment planning has reached the status where points 1 and 2 of Mr. Well's classification (Regional Adjustment Project: A Summary and Some Suggestions for Further Work*) should be considered. That is "First, farmers should be assured a reasonable income for their work, and use of their equipment", and "Second, consumers should be assured an adequate

*Presented at the forty-ninth annual convention of the Association of Land-Grant Colleges and Universities, Washington, D. C., November 18 to 20, 1935.

and continuing supply of food and materials for clothing and maintenance." The committee feels that these factors should be considered, and the home-management group will contribute as much as it can in the way of factual data in order to assist with the setting up of family needs for the areas.

2. That individual home and farm budgets are the basis for the adjustment of future area planning, and the formulation of such budgets should be carried out through the cooperation of both men and women. The committee encourages the keeping of more home and farm records.

3. That housing is an important index for judging the health and efficiency of the farm family. Consequently, experimental work of the Rural Resettlement Administration in their study of housing is worthy of consideration. The committee recommends establishment of demonstrations in low-cost adequate housing.

4. That certain long-time goals might be encouraged:

- (a) Financial security not only for old age, but for the education of the members of the farm family.
- (b) Home ownership.
- (c) Long-time leases leading to home ownership.
- (d) Wise planning and spending of the income.

Submitted by

Committee on home management:

Mary Rokahr, Extension Economist,
Home Management, United States
Department of Agriculture
Chairman.

Lillian Keller, Clothing and Home-Management
Specialist, Tennessee,
Secretary.

Portia Seabrook, Home-Management Specialist,
South Carolina.

Mary L. Collings, Home-Management Specialist,
Louisiana.

Bertha Lee Fegerson, Home-Gardening Specialist,
Louisiana.

Poultry Specialists

Resolutions

The committee representing the poultry specialists of nine of the Southern States reached the following conclusions regarding the recommendations made by the adjustment planning group:

Poultry has a distinct place in the agricultural planning of the South. The recommendation of a flat 25 percent increase in poultry for this area was thought a little high when considering the present low egg production per unit. The committee feels that some increase in poultry population should take place in certain types of farming areas but prefers that the recommended 18 percent increase in egg production come from more efficiency in production than from increase in hen population. This is to be brought about by laying special stress on the breeding program and by following the methods of the national poultry improvement plan, a program for economical yet adequate poultry houses, and efficient use of homegrown grains where available.

Since certain States in this region now import large quantities of hatching eggs (primarily, heavy breeds) we think that efforts should be made to develop the type of flocks where practical and profitable in areas which can supply eggs for this particular purpose.

Because of the existence of peculiar market conditions in certain areas and surplus of grain and forage crops, it is thought advisable that more attention be given to development of general-purpose breeds and turkeys in those areas.

Following a brief discussion regarding further coordination and use of economic information, a demonstration of the use of economic information as a background for planning was staged by a group of Mississippi extension workers and was enjoyed by all. The following workers took part in the demonstration:

Kate Lee, Acting Home Demonstration Agent.
Mary E. Doney, State Food Preservation Specialist.
May Haddon, Extension Nutritionist.
Vernon Pace, Extension Economist.
T. M. Patterson, Extension Marketing Specialist.
Eva Legett, Poultry Specialist.
Emma Lindsey, District Agent.

